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AGRICULTURAL MARKETING



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SENIOR CITIZENS
SHARE OUR FOOD
ABUNDANCE



IT'S STILL SCHOOLDAYS FOR SCHOOL LUNCH MANAGERS

WHILE THE NATION's school children are summer vacationing, people who run school lunchrooms are using the time to bone up on the essentials of their profession. They're delving into the latest knowhow in school food service and child nutrition at summer courses, workshops and training meetings all over the country.

Formal instruction for school lunch personnel doesn't end with Labor Day. Throughout the school year, they're attending lectures and demonstrations after school and on Saturdays. Why????

... Because feeding some 18 million children wholesome appetizing lunches daily at minimal cost is highly specialized work—requiring the skills and knowledge of some 300,000 school lunch managers and cooks in every State and territory of the U.S.

These people comprise a well-trained corps of food service operators, the backbone of the National School Lunch Program. A number of them are graduates of colleges, universities and technical schools with degrees in home economics, nutrition and institutional food service. Many join the ranks with years of experience cooking for a family, ready

to take on a new kind of food service. For them, it means learning to weigh instead of measure the flour for biscuits, to figure labor and food costs, use large deck ovens and steam jacketed kettles. Because of the vital importance of this work, their training cannot be left to chance. Nor can the college trained food service specialist keep up with the rapidly changing world of child feeding without refresher courses from time to time.

State and local Departments of Education, colleges and universities conduct organized training programs for local school lunch personnel in quantity food preparation, sanitation, nutrition education, menu planning, record keeping and food purchasing. The USDA's Consumer and Marketing Service, which administers the school lunch program nationally, provides a wide range of technical assistance, including a series of basic reference and training manuals covering everything from buying and preparing food to planning and equipping a school lunchroom. C&MS school lunch specialists travel the country to assist with the teaching of classes at workshops. The American School Food Service Association also holds national,

regional and local training sessions for the professional improvement of its members.

The trend is toward more smaller regional and local workshops, where managers and workers can actually try out new labor-saving methods in school lunch kitchens, where they can practice keeping the careful records so necessary to efficient operation, ask the whys and wherefores that so often go unasked in a large lecture attended by several hundred people. Several of the States use an effective compromise between the two. A special lecture and demonstration course for school lunch managers is prepared for use on educational T.V. Each hour lesson is viewed as part of regular classroom sessions for managers all over the State. Students have the benefit of the experienced lecturer and polished demonstration, along with a class discussion and question period, with well qualified teachers.

More and more, States are requiring school lunch supervisors, managers and staff, to complete prescribed training programs—and take refresher courses periodically—to qualify for specific positions and for advancement.

ORVILLE L. FREEMAN
Secretary of Agriculture

S. R. SMITH, Administrator
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Cover Page

Senior citizens in charitable institutions receive USDA-donated foods, which add substance and variety to their diets. See page 8.

Effective with the September issue, material concerning marketing research will not appear regularly in AGRICULTURAL MARKETING magazine. Marketing research articles will be published in AGRICULTURAL RESEARCH magazine of the Agricultural Research Service, USDA.

NOW
YOU CAN
GET



QUALITY CHEDDAR CHEESE

By Joseph A. Rubis

WHO WOULD SEND ALL the way back to Wisconsin from California for Cheddar cheese? One customer, buying U.S. Grade AA Cheddar in California, expressed pleasure at finding it out there so she wouldn't have to do just that.

Cheddar cheese connoisseurs in other parts of the country are finding what they're looking for too—more and more Cheddar on their grocer's shelves bearing the U.S. Grade AA shield.

This is the best part of the story of a long search for consistently good Cheddar cheese. For centuries Cheddar buyers have complained about irregular flavor and quality and cheese makers

C&MS dairy specialists spent three years helping a cheese maker perfect a cheese whose quality factors would remain constant and thus eligible for USDA's grade labeling program.

have wrestled with the problem. The ancient art of making cheese—it was an art rather than a science—simply was not dependable. Even though the same type and brand, Cheddar could vary a great deal from package to package.

This story, though, began about eight years ago when one cheese maker came to the U.S. Department of Agriculture for help, hoping to qualify for USDA's grade labeling program.

If they could find a way to come up with the same quality, fine flavor, smooth texture, firm body, and uniform color, finish, and appearance, in every batch of cheese, time after time, they could begin to label consumer packages of Cheddar cheese with the U.S. Grade AA shield.

For three years this cheese maker's people worked with Dairy Division specialists from USDA's Consumer and Marketing Service to produce such cheese.

They experimented with different "starters" (cultures of flavor and acid-forming bacteria), changing the timing of "make" procedures, varying temperature in curing, constantly analyzing samples of cheese at various stages of production and improving their "make" techniques. The quality of the milk, manufacturing procedure, hygienic measures, curing—everything was tested, inspected, examined, graded, worked on, until it all measured up to the requirements for the U.S. AA grade mark.

They perfected production of three curing categories:

Mild—cheese which has a short ripening or curing time, usually two to three months. It has mild, slightly developed characteristic Cheddar cheese flavor, firm body, and smooth compact texture.

Mellow-aged—cheese which has been

moderately ripened, generally for four to seven months. It has fairly well developed Cheddar flavor and smooth flexible body and texture.

Sharp—cheese which has been well ripened, generally for eight to twelve months. It has a fine full, highly pleasing Cheddar flavor, smooth waxy body, and velvet-like texture.

These three cures went on the market with the U.S. Grade AA mark under two brand names sold primarily in the Midwest, South and East.

Now, however, Grade AA Cheddar is beginning to appear in some California cities. Two Los Angeles foodstore chains last year began packaging Grade AA Cheddar cheese in consumer size packages, under a combination of their own labels and the cheese makers'. The bulk cheese is originally graded at the Wisconsin cheese factory. When it ar-

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rives in California the quality is checked again by a USDA grader before it is cut and wrapped in consumer size packages in the stores' delicatessen kitchens.

Since then, another Los Angeles chain has joined the program. More than 100 stores in this area affiliated with these three chains, now sell cheese bearing the U.S. AA grade mark.

This program is expected to grow as the number of consumers showing a preference for U.S. Grade AA Cheddar increases. Its obvious benefit to the consumer combines with the advantages to the cheese maker, the foodstore and wholesaler whose brand names are enhanced by the grade mark, and to the dairy farmer and others in the dairy industry.

What the Label Means... ON THE LUNCHEON MEATS YOU BUY

by Nancy Duckworth

FOLLOWING ASTRONAUT John Young's revelation that he took along a corned beef sandwich on the Gemini 3 flight, punsters have been referring to cold cuts as "launch meats."

Whether you call them "launch meats" or luncheon meats, cold cuts or sandwich meats, these tasty items cover a wide variety of meat products with an equally wide variety of uses.

Most people use them in sandwiches for lunches or snacks. But many homemakers find that luncheon meats make equally delicious main dishes when garnished with olives, cheese, onions, carrots, and cold salad for those hot summer evenings.

Likewise, ingenious cooks find numerous ways to dress-up luncheon meats for hors d'oeuvres and casseroles.

Whichever way you prefer, your guide to finding a delectable variety is to read the label, and understand the difference between the various names used to describe luncheon meats.

And, you can rely upon the accuracy of the label when you buy luncheon meats whose labels or casings are imprinted with the circular Federal mark of inspection reading, "U.S. Inspected and Passed by Department of Agriculture."

Federal meat inspectors point out that most luncheon meats, in reality, are members of that great family of meats

known as sausages.

Take bologna for instance—it is the second most popular variety of sausage. Like its more popular "little brother" the frankfurter, bologna contains finely ground and seasoned beef and pork that has been smoked and cooked, and is ready to serve.

The different combinations of meat and seasonings that go into luncheon meats provide a wide range of choices to suit every taste. In some styles, the meat is finely ground; in others, it is coarsely chopped or cubed. Some specially loaf-style meats contain cheese, pickle, pimiento, macaroni or olives.

Regardless of the combination used, all formulas (i.e., recipes) for federally inspected products containing meats must be submitted to meat inspection officials in the U.S. Department of Agriculture's Consumer and Marketing Service for approval. These formulas, naturally, vary between the type of loaf or sausage being produced, though all must conform to certain basic guidelines. For some types of products, certain ingredients are prescribed, while in others the amounts of ingredients are regulated.

This assures the consumer that she can expect to find the same basic product in items labeled with similar names and brands.

COOKED
HAM

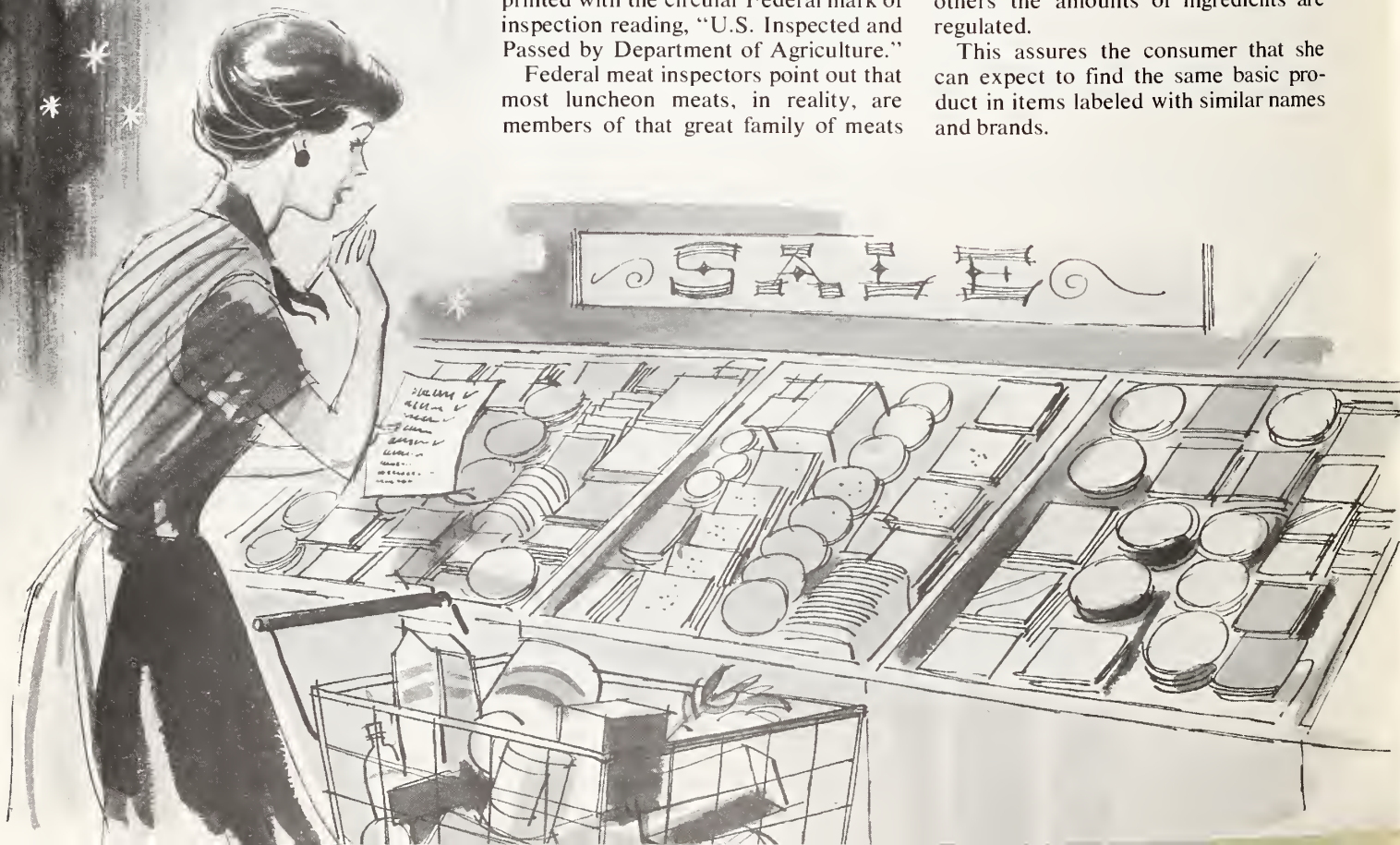
Corned
Beef

Cheese
&
Meat
Loaf

Olives
Sausage

PASTRAMI

SALE





For instance, liver sausage, liver loaf, liver paste, liver cheese, and liver spread must contain at least 30 per cent liver.

No sausage product may contain more than 3½ per cent of cereals, starchy flours, or dried milk products either individually or collectively. If such extenders are used at all, the label must say so.

When spices are called for in seasonings, they must be genuine natural spices unless the label specifically indicates that artificial spices have been used.

Moisture content is also carefully regulated. For luncheon meats and loaves moisture cannot exceed 3 percent of the total ingredients used, while bologna and similar cooked sausage cannot exceed 10 percent added moisture.

Most luncheon meats follow the same basic manufacturing process, beginning with the grinding of large cuts of meat. Each step is closely supervised by the Federal meat inspectors. Curing and/or seasonings are added—along with water or ice to keep the meat cool—in controlled amounts, and the mixture is more finely chopped.

Loaf products are then shaped and baked in rectangular or oblong pans (similar to bread pans); often times dipped in a gelatin solution, and then stuffed into either a natural or artificial casing.

Products to be sold in the traditional sausage shape are stuffed into casings before being cooked.

Next comes the packaging and labeling, which receives particular attention from Consumer and Marketing Service meat inspectors. Products that are processed under Federal inspection must not be packaged or labeled in any way that would be misleading or deceptive. In fact, all packaging materials and labels must be approved by C&MS officials before they can be used.

Most luncheon meats today are sold in small packages containing 6-12 slices although considerable bologna and other sausage meats are sold in "sticks" (whole rolls) or in chunks. Federal meat inspectors also supervise this packaging process to insure high standards of sanitation throughout.

Each package must be accurately

labeled to show the product name; an accurate statement of the ingredients by their common name in descending order of predominance; the net weight, *not to include the weight of the package*; the name and address of the manufacturer, and the Federal meat inspection mark—for those products produced under the continuous supervision of C&MS meat inspectors.

These Federal meat inspectors point out the following as among the more common types of luncheon meats—you'll recognize many favorites and maybe a few unfamiliar ones that can add new variety to your sandwiches or cold cuts plate.

Cheese and meat loaf—made from extra lean, finely chopped pork trimmings. The seasoned meat mixture is poured into a molded pan to fill it part way; a layer of cheese is added, and the remaining space is filled with more meat mixture.

Corned beef, jellied—precooked, lean, corned beef is shredded and mixed with pure gelatin and formed into a loaf and cooked.

Ham, cooked—sometimes called boiled ham, it is a boneless, cooked product that is cured but not smoked. It is usually sold thinly sliced.

Head cheese—a cured mixture of hog head meat and meat by-products which is cured and stuffed into casings about 4 inches in diameter.

Honey loaf—a meat mixture similar to franks and bologna which contains about equal amounts of pork and beef. Flavorings include honey, spices, and sometimes pickles and/or pimientos.

Liver sausage—finely ground and mildly seasoned with onions and spices,

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this is a combination of liver and pork. It is cooked; may be smoked, in which case it is called Braunschweiger, and is sometimes cured to achieve a pink color. Also, it may be shaped in loaf form and covered with white pork fat to keep it moist.

Luncheon meat—pieces of cured pork pressed together, some large or chopped or ground. It is all meat, and often times more highly seasoned and labeled as "spiced" luncheon meat.

Macaroni and cheese loaf—finely ground pork and beef with generous quantities of Cheddar cheese and macaroni.

Olive loaf—a blend of lean pork and beef, it is finely chopped, seasoned, and mixed with whole, stuffed olives.

Pastrami—made from flat pieces of lean beef which has been spiced, dry-cured, and smoked.

Peppered loaf—made from extra lean, coarse beef chunks which have been cured, and the loaf covered with cracked, black peppercorns.

Pickle and pimiento loaf—is finely chopped lean pork and beef to which has been added sweet pickles and pimientos.

Salami, cooked—made from highly seasoned ground meat, it is softer than the "hard salamis," because it is first cooked and then air-dried for only a short time or not at all.

Souse—similar to head cheese (the names are often used interchangeably), except for the addition of a vinegar pickle which gives it a sweet-sour flavor.

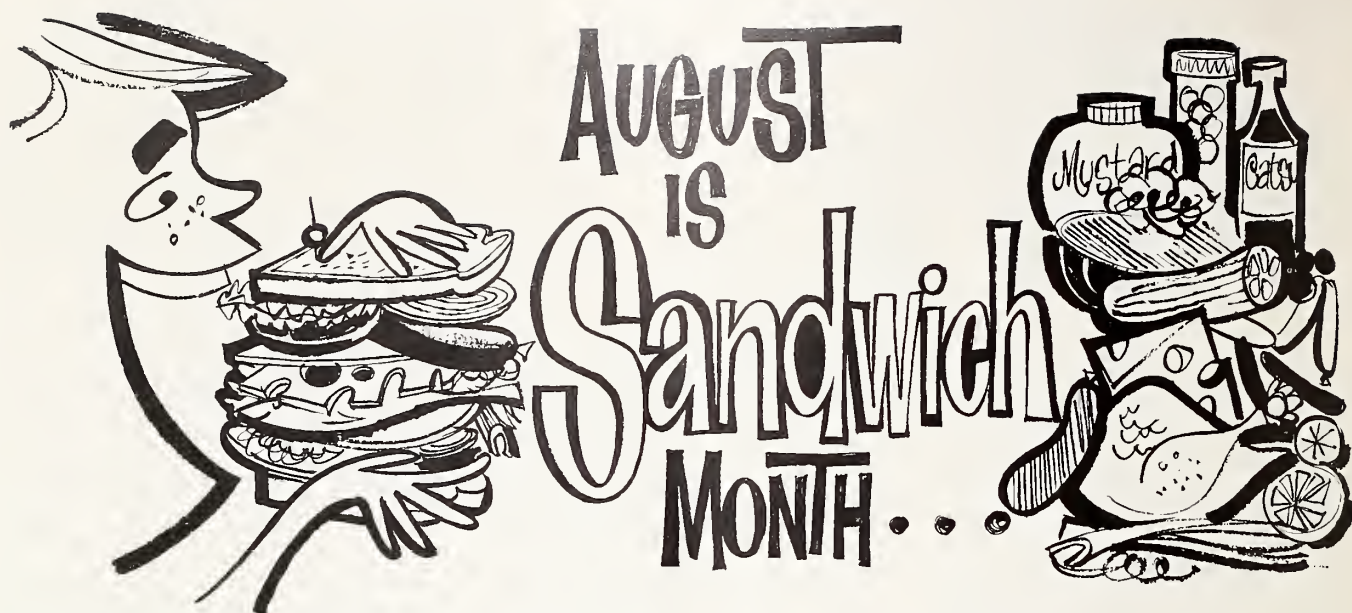
Tongue, jellied—either beef, pork, or veal tongue which is trimmed and cured, and then cooked in a pan in its own juices with gelatin added.

With such a wide variety of luncheon meats available today, you need not serve the same one time after time. All are delicious and nourishing; each can be served in many ways.

Your guide to a new world of eating enjoyment is the label on the package and the circular mark of Federal inspection.

Remember, not all luncheon meats are federally inspected—only those which are processed for distribution across State lines.

The Federal inspection mark automatically tells you the product is wholesome, was derived from healthy animals, was processed under sanitary conditions, and is honestly packaged and labeled. It is your symbol of protection provided by USDA's Consumer and Marketing Service.



SUMMERTIME IS SANDWICH time. And August, the heart of outdoor eating time, is the month when the USDA's Consumer and Marketing Service cooperates with American wheat growers in their national promotional campaign of August Sandwich Month.

Little did England's Earl of Sandwich, back in the 18th century, dream that citizens of the United States today would be consuming an estimated 100 million sandwiches a day. For it was this nobleman who lent his name, and publicity value, to this centuries-old means of serving what has become one of America's most popular types of foods.

Not only wheat producers benefit from this ever-increasing use of their product. The Wheat Flour Institute, which sponsors August Sandwich Month, and a host of allied products people, such as bakers, processors, packers and manufacturers, band together, through their merchandising and advertising efforts, to help sell numerous other agricultural items which go into the making of sandwiches.

Sandwiches can easily be called the housewife's best friend, for breads need no refrigeration and can be packed away safely for hours. And sandwiches can be put together so rapidly they present no menu-arranging problems. Two or three can often make an entire meal.

The wholesome wheat flour from America's fertile farmlands go into myriad items—white or whole wheat bread, buns, muffins, Italian, French or Vienna loaves, date nut bread, poppy seed rolls, raisin bread, onion rolls, rye bread, pumpernickel, and many other varieties.

To paraphrase Gertrude Stein's famous saying about a rose is a rose, a sandwich is NOT a sandwich until it is combined with something else. And this is where the sandwich helps so many other industries.

The tremendous meat industry, for instance, supplies vast quantities of its products toward the making of sandwiches: Hamburgers and frankfurters, beef, pork and veal, ham, and many other types of meats, fresh, canned or frozen.

The poultry industry comes in for its big share, too. Many people will say there's nothing better in a sandwich than a slice of chicken or turkey, duck, or other types of poultry. And eggs are also a popular ingredient for sandwiches.

Sandwich-making is also a great boon to the farflung dairy industry—not only in the use of such favorite "go-withs" as sweet milk, buttermilk, cream, and all flavors of ice cream, but in the great variety of cheese to choose from. To mention a few of the more popular kinds: Cheddar, American or Swiss, Gouda or Edam, Roquefort or Bleu cheese, or

cream cheeses combined with olives, relishes, jams and jellies, and various kinds of nuts. Peanut butter is also a popular sandwich spread.

Vegetable growers and processors also reap great benefits from sandwich-makers. Many of their products are used: Tomatoes, lettuce, green peppers, celery and onions, pimientos, cabbage, cucumbers and radishes, to mention a few items. And of course all kinds of soups are first-rate team-mates for sandwiches.

Seafoods are also a popular source of sandwich ingredients—foods like fresh, broiled or frozen lobsters, tuna and salmon, shrimp, halibut or crab, ocean perch, sardines and scallops, fish sticks, as well as fish spreads of many kinds.

And the makers of many condiments also benefit from August Sandwich Month. Pickles and peppers, for instance, mustards and ketchups, spices and herbs, and numerous types of vinegar and assorted dressings.

So, again, sandwiches are the housewife's best friend, and in serving them and delighting the whole family, particularly in the summertime, there's never a need for monotony. There's hardly any time of the day or night when some kind of sandwich won't prove a cool and appetizing treat for everyone.





Ever Tried FILBERT NUT Soup?

It's just one of several new recipes designed to increase filbert demand, while the filbert marketing order regulates supply.

By Donald J. Duncan and Robert H. Eaton

PROBLEMS OF *expanding production and increasing competition* can put the squeeze on any industry. Even the smallest of agricultural industries must cope with them.

Take the U.S. filbert industry, for instance. It's a relatively small one, with commercial production of nuts confined to some 20,000 acres on the western slopes of the Cascade Range in Oregon and Washington. Last year's 7,640-ton crop returned about \$3½ million to growers.

This industry has been beset with supply and competition problems, which, if left unattended, could seriously disrupt the marketing picture and cut grower returns.

Filbert growers are countering these problems, however, through a two-pronged marketing approach. One prong aims at *supply*—tailoring it, through operation of the industry's Federal marketing order, to fit the markets. The other aims at *demand*—enhancing it through an active sales promotion program.

Let's take a look at the marketing picture for U.S. filberts—those sold in the shell and those sold in shelled (kernel) form.

Demand for the *inshell* nuts in the U.S.—normally the most profitable outlet—has remained fairly constant over the past 25 years at about 5,000 tons a year. Few inshell filberts are imported. But exports of inshell filberts are increasing, averaging 400 to 500 tons in recent years.

Demand in the U.S. for filbert *kernels* has, in recent years, ranged from 6,000 to 9,000 tons. In most years, kernel imports—mainly from Turkey—have filled about two-thirds of this demand.

Once the demand for inshell filberts has been met, most of the balance of the U.S. crop is shelled for sale in this country.

How much of the total crop should be sold in the shell and how much should be shelled, for growers to get the best prices—that's where the marketing order comes in. The order was developed by the filbert industry in 1949, with the assistance of specialists in the U.S. Department of Agriculture's Consumer and Marketing Service. Under the program, the industry can limit, for each year's crop, the proportion of the filbert supply that handlers may ship to the U.S. "inshell" market.

Author Donald J. Duncan is Manager of the Federal Filbert Marketing Order and Executive-Secretary of the Oregon Filbert Commission, headquartered in Tigard, Oregon. Co-author Robert H. Eaton is in charge of the Northwest Marketing Field Office of the Fruit and Vegetable Division, C&MS, USDA, in Portland, Oregon.

The rest of the supply has to be shelled if it's sold in the U.S.—or it can be exported. So operation of the marketing order serves to stabilize returns to growers on that part of their crop that's sold on the U.S. inshell market—particularly in years when heavy world filbert crops depress shelled filbert prices in the U.S. market. Without the marketing order, returns from inshell filberts would—in heavy world-supply years—tend to drop to the level of prices on the world market.

The U.S. filbert industry also faces "bare-knuckled" competition for the consumer's dollar from U.S.-grown tree nuts such as almonds, walnuts, and pecans, as well as imported cashews. Realizing this about 15 years ago, they established the Oregon Filbert Commission, set up under State auspices to—among other tasks—improve demand by devel-

oping recipes and promotional materials aimed at consumers.

The Commission budget has averaged about \$16,000 in recent years—up to half of it going into promotion. Spurred by a greater need to increase demand—considering more filbert-tree plantings and bigger yields—growers voted last year to double their assessments.

And last fall, the Commission signed a contract with a Turkish grower co-operative to spend \$60,000 annually in the U.S. for promotion of filbert kernels, without regard to origin. In view of expanded production and promotion of other kinds of nuts, both U.S. and Turkish filbert growers recognized it was essential—and in their mutual interest—to make a concerted, combined effort to improve their competitive position in the U.S. nut market.

For the initial budget, U.S. growers furnished \$20,000 and Turkish growers, \$40,000—based on the amounts of shelled filberts each group supplies to the U.S. market.

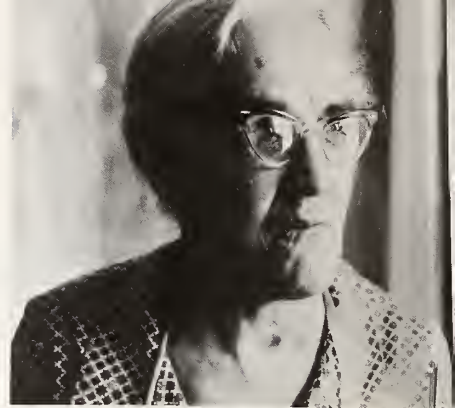
Main targets for promotion include bakeries, candy and ice cream makers, hotels, the restaurant and institutional trade, and homemakers. The first year's budget also set up a market research project for evaluating promotion efforts to guide future expenditures.

The Commission now has specialists busy developing recipes for commercial bakery and candy outlets. And they're publicizing new uses that hotels, restaurants, and institutions can make of filberts in their menus. Items developed so far range from filbert bread and filbert soup to a gourmet filbert torte.

The Federal marketing order and the Oregon Filbert Commission—both closely coordinated and with features that aim at supply and demand, respectively—have provided the U.S. filbert industry with an effective two-pronged tool for preventing marketing difficulties.



Donated foods hauled from storeroom of the county home . . .

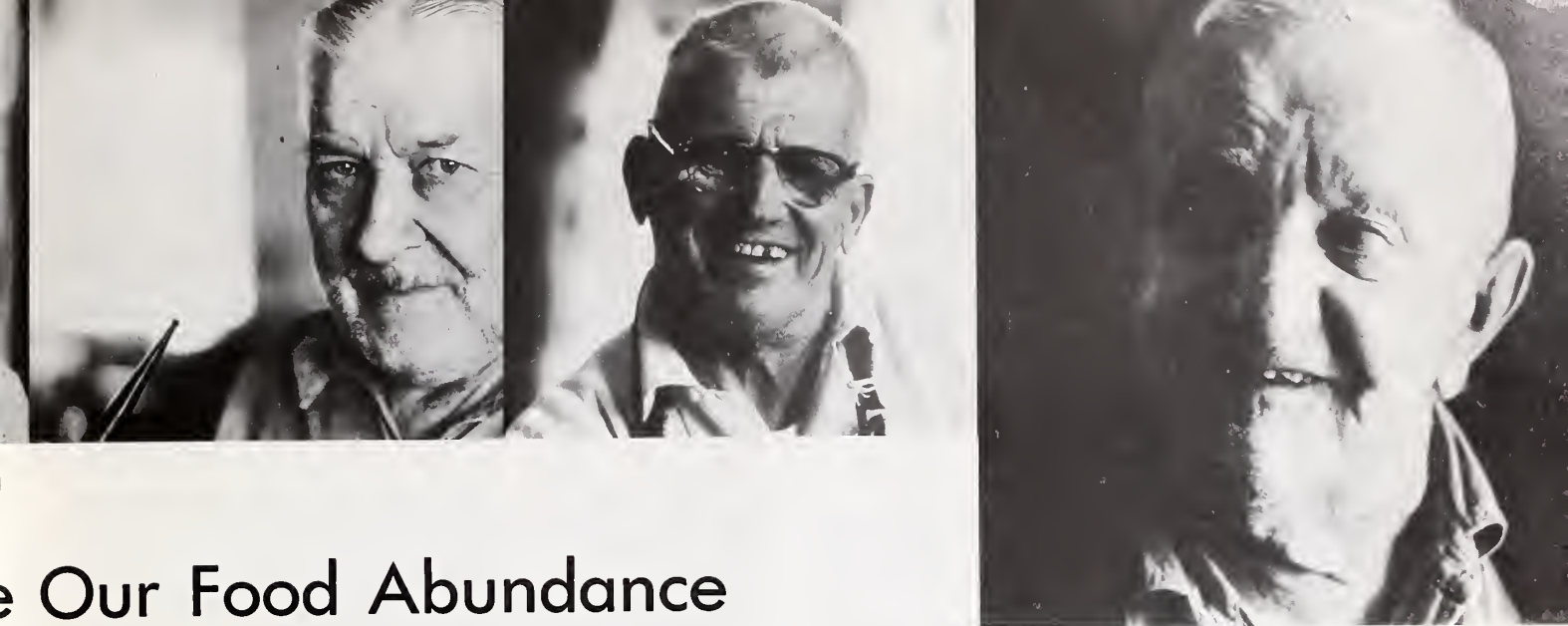


Senior Citizens Share

NEEDY RETIRED PENSIONERS, like those pictured on this page . . .
 Children in orphanages and day-care centers . . .
 Retired soldiers, sailors, and airmen in veterans' hospitals . . .
 Patients in homes and hospitals for the aged . . .

. . . are made into tasty doughnuts for the old folks.





e Our Food Abundance

These are people who benefit from donated foods.

People living in State and county public and private, non-profit charitable institutions . . .

All these people eat better because the U.S. Department of Agriculture donates foods to institutions that care for the needy, adding substance and variety to their diets.

The commodity distribution program, administered by USDA's Consumer and Marketing Service in cooperation with State and local agencies, provided some 175 million pounds of food to charitable institutions serving some 1.3 million needy persons in 50 States, the District of Columbia, Puerto Rico, the Virgin Islands and Trust Territories last year. Rice, rolled wheat, shortening, lard, flour and six other commodities acquired from surplus-removal and price-support stores went a long way toward extending and bettering the diets of these needy people.

The commodity distribution program makes donated foods available to supplement the diets of the needy, while it relieves over-supplied farmers' markets and expands marketing channels for farm products. It helps the needy share in our food abundance.

To receive USDA-donated foods, an institution must meet these Federal requirements: it must be non-profit; non-educational and tax exempt; non-discriminatory for race, creed, or national origin; and organized for charitable or public welfare purposes. The *amount* of commodities a home or hospital receives will be based on the number of needy individuals served by the institution; in *use*, though, the foods will be served to all, like any other in the normal feeding operation. USDA foods are in addition to regular food purchases.

The USDA pays for processing and packaging the foods and shipping them in carlot loads to the States. Foods are donated to the institutions when they are requested by the State distribution agency, and they are delivered in amounts requested by the States and institutions. In-state transportation, storage, and distribution costs are borne by the States, local distribution agencies, and institutions.



Suppertime at a typical charitable institution receiving donated commodities from USDA's Consumer and Marketing Service.

AS DAIRY FARMERS CHOOSE

Rules for holding Federal milk marketing order referendums permit mail balloting and a number of other practices.

By A. T. Radigan

VOTE FOR OR AGAINST, then do what the majority wants. This is democracy at work as we decide on public issues, or elect someone to represent us in government.

Dairy farmers, similarly, have freedom of choice by popular ballot with respect to Federal milk marketing orders. Do they, or don't they want a proposed new Federal milk order in the area where they market their milk? Do they still favor the order although amendments have been proposed? Ultimate approval of a new order, or an amended order rests with the dairymen alone.

The Federal milk marketing orders set minimum prices, based on current supply and demand conditions, which are the least that milk dealers can pay dairy farmers from whom they buy their milk. The orders do not regulate retail milk prices, but by stabilizing marketing conditions between producers and dealers, they help assure consumers of a steady supply of fresh, high-quality milk.

Ever since the Federal milk marketing order program was authorized by Congress more than 30 years ago, the U.S. Department of Agriculture has conducted dairy farmer referendums as the best means of determining the required majority approval by those farmers to be affected by any proposed new order. Not one of the present 73 Federal milk marketing orders, which USDA's Consumer and Marketing Service administers, was, or could have been, put in effect without the approval of the dairy farmers in each of the marketing order areas.

Although dairymen had been accustomed to voting at a polling place set up by the USDA referendum agent, more recently milk order referendums have been conducted by mail. Thus the voter can mark his ballot in the privacy of his home, then drop it in the nearest mail box. In this way, the dairyman maintains the secrecy of the ballot and saves the time it would take to go to the polling place.

Mail balloting, and a number of other practices already being followed were recently written into the rules for holding milk order referendums. For instance, the rules now make specific the requirement that dairy farmers voting must be actively associated with the milk order market concerned. To qualify to vote, cooperative associations must apply to USDA at least 60 days in advance of a referendum. The ballot of a dairy farmer will still be counted, if his cooperative fails to vote for him. If a producer belongs to two cooperative associations, the one marketing his milk when the referendum order is issued will

The author is Acting Chief, Order Operation Branch, Dairy Division, C&MS, USDA.

vote for him. Also, there are new guides for the referendum agent in compiling names of eligible voters. As in the past, all such information compiled by the referendum agent will be kept confidential.

In the referendums, producers make their wishes known in one of two ways. As non-members of cooperative associations they vote individually, or, as members, through an approved cooperative association, which must be controlled by its dairy farmer members and be engaged in marketing milk for its members.

Such a referendum in which producers or their cooperatives cast ballots is always held to decide on establishment of a new order, and may be held on a proposed amended order.

Usually, however, dairy farmer approval of an amended order is determined through polling or surveying cooperative associations, when together they represent more than the required percentage of farmers who must approve the changes.

And generally, whether deciding on a proposed complete order for a new market, an amended order to change a few provisions, or a complete revision of an existing order, farmers must indicate approval or rejection of the entire order.

A new exception to this longstanding rule is that referendums must be held separately on base-excess payment provisions, and they can be voted out, without the rest of the order having to be terminated.

Also, even though cooperatives have authority to bloc-vote for their members, dairy farmers must vote individually on the new Class I fluid milk base plan, authorized by the recent amendment to the Agricultural Marketing Agreement Act of 1937.

Important as the referendums are for determining dairy farmers' wishes, their choice on Federal milk orders begins well before the balloting. As a practical matter, the orders are always initiated by dairy farmers themselves, through a request to USDA. No Federal milk order comes into being unless farmers make this first move.

USDA will then investigate what is involved, call a public hearing if the situation warrants one, and draw up a tentative order based on the hearing evidence, for the farmers to vote in, or reject. Before an order or an amended order can be made effective, at least two-thirds of the producers voting in a market-wide pool area must approve, with three-fourths majority approval required for individual-handler pools.

Aside from this opportunity of voting in a referendum for or against a proposed new order or amended order, a similar freedom of choice applies also when dairy farmers no longer want an existing order. Any time a majority of farmers, who together produce more than half of the milk supply for a market, no longer want an order, they can take independent action on this, even without a referendum. They can sign and submit a petition to USDA requesting that an order be terminated, and USDA must do this at their request.

The fact that farmer rejection has seldom occurred in the 30-year history of the Federal milk marketing order program, attests to the popularity of this voluntary program with the dairymen affected.

C&MS MEAT INSPECTORS AID SPACE-AGE BUFFALO BILLS

by Dr. A.L. Irwin

THE WHIRRING of two helicopters broke the winter silence of the snow-covered valley in Yellowstone National Park. They hovered for a moment, keeping in close touch with a crew on the ground—to avoid getting lost, or trapped by the rapidly changing weather and wind conditions of a Northwest winter.

The temperature was 20 degrees below zero. A three-foot snowfall covered the ground, marred only where snow plows had made a path for the ground crew or where buffalo and elk had trampled it in an attempt to find food.

Like a space-age version of "Buffalo Bill," the helicopters suddenly swooped down over a herd of buffalo, and began driving them to nearby corrals.

The round-up was part of a yearly project, involving both buffalo and elk, sponsored by the U.S. Department of Interior.

Biological specimens are obtained to learn more about these animals in their native state. In addition, the herds are thinned out, and animals redistributed among several areas as part of a game conservation program. Finally, some animals are slaughtered in a near-by Montana packing plant to provide meat for Indian reservations.

Even though this limited slaughter has taken place annually for several years, this year marks the first time that Federal meat inspectors of the U.S. Department of Agriculture's Consumer and Marketing Service had been requested to participate.

Game animals such as buffalo, elk, and deer are not covered by the Meat Inspection Act. The Act was passed in 1906 to provide thorough inspection of meat from cattle, swine, sheep and goats that entered interstate or foreign commerce.

However, the Department of Interior's Bureau of Indian Affairs this year requested that Federal meat inspectors participate in the slaughtering operations to help assure that adequate standards of sanitation and wholesomeness were maintained.

In close cooperation with the Montana Department of Agriculture, the Montana meat packing plant was selected and State and Federal inspectors certified that the facilities and plant operations were more than adequate to handle the slaughter.

From January 12 to February 25, a total of 50 elk and 53 buffalo were

slaughtered. In addition, several hundred elk were trapped during the winter to be transferred to other range areas in several States.

During the slaughter, representatives of the Montana Fish and Game Department took biological specimens from both buffalo and elk. They were interested in studying the aging process of buffalo, and the condition of the elk after a severe winter. The Animal Health Division of USDA's Agricultural Research Service also tested the animals for brucellosis.

The two basic problems encountered in slaughtering both the elk and buffalo were bruising and hair on the carcasses.

Elk bruises were rather extensive, severely affecting muscle fibers. Before the meat could be acceptable, all the bruised areas had to be trimmed off. Elk hair is approximately three inches long, quite loosely attached to the animal, and extremely light. Meat inspec-

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tors meticulously examined each carcass after washing to make sure they were free of loose hairs.

Because of the shape of their horns and their tremendous strength, buffalo can inflict unique bruises while fighting each other. In inspecting them, it was common to find deep bruises and broken muscle tissue—penetrating up to four or five inches into the meat, the full length of the horn—without a break in the skin.

Buffalo hair is similar to wool, but is loosely attached to the animal. To remove it from the meat requires a combination of trimming, picking, and washing.

When the meat received approval from meat inspectors, it was turned over to the Bureau of Indian Affairs for distribution to Indian reservations throughout the country. Elk meat has a taste comparable to beef, but not quite as much fat. Buffalo meat has a gamey taste, but is also comparable to beef.

The distribution of the meat provides a nostalgic supplement to the modern-day diets of Indians on reservations throughout the country.

And, they have an additional assurance that wasn't available to their forefathers—that the meat is wholesome, thanks to Montana and Federal meat inspectors.



CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

C&MS AUTOMATES PACA LICENSING SYSTEM

An automated system for licensing produce traders under the Perishable Agricultural Commodities Act—to offer better, faster service—was put into operation March 1 by the U.S. Department of Agriculture.

The PAC Act is administered by USDA's Consumer and Marketing Service, and establishes a code of good business conduct for the produce industry. It requires that interstate traders in fresh and frozen fruits and vegetables (dealers, commission merchants, and brokers) be licensed. License fees pay the cost of administering the Act.

Using modern data processing equipment, the automated licensing system will expedite the processing of applications for new licenses, as well as annual renewals of licenses already in effect. The system will eliminate 10 manual operations that have previously been required to process new license applications and renewals.

All new license certificates issued since March 1, 1966, have been under the automated system. Complete conversion to the system will require one year.

All pertinent data on a firm will be stored in the machine system. Each year's renewal application will contain this complete license information on the firm. On receiving the renewal application, the licensee should examine it carefully and report any changes that have occurred in the firm's business as he returns it to USDA with the renewal fee.

Under the former system, only renewal receipts have been issued. Under the new system, a new license certificate will be issued each year reflecting any reported changes in the makeup of the business.

C&MS officials emphasize that a licensee should not delay the reporting of any changes that occur in his business until it's time to renew his license. Changes should be reported immediately

as they occur. An amended certificate will be issued reflecting changes reported.

About 22,000 PACA licenses are now in effect.

FEDERAL AND STATE INSPECTION AGENCIES HIRE MORE WOMEN F&V INSPECTORS

Federal and State inspection agencies have been faced with a growing shortage of qualified men who can be trained as efficient inspectors of fruits and vegetables.

One way they're resolving the problem: hiring more women.

In early 1966, 153 women inspectors were working for the Federal-State Shipping Point Inspection Service, which is conducted by the U.S. Department of Agriculture's Consumer and Marketing Service and cooperating States. Of these women, 121 were inspecting peanuts for quality in four southern States, 30 were inspecting potatoes for processing in Idaho, one was inspecting fruits in Idaho, and another, cannery tomatoes in Indiana.

C&MS also employs 30 to 50 women who inspect products processed from fruits and vegetables. Most are housewives, and are employed locally during the seasons when these products are processed. For instance, some inspect imported dates in New York City during the two-month rush before Christmas. Others inspect raisins for quality in California.

Still others—particularly in Florida, California, Pennsylvania, and Michigan—inspect frozen and canned products packed under the USDA continuous inspection program, to make sure the products meet high standards of wholesomeness and sanitation.

C&MS inspection officials report that they are highly impressed with the capability of women inspectors. They expect a material increase in employment

of women for inspection work during the summer and fall of 1966, and in the future.

Why the shortage of men? Inspection officials cite these main reasons: Much of the work is seasonal, some duties require a series of temporary shifting job locations, and an increasing number of men who would otherwise be potential inspectors are entering the Armed Services.

T&W DIVISION AVERTS FERTILIZER CRISIS

Phosphate fertilizer, 2400 tons of it in two barges, was tied up at Clinton, Iowa, recently, with no way to move it. Three more barges, carrying 3600 tons of fertilizer, were on the way from Florida, soon to arrive in Clinton.

The fertilizer had to be moved immediately. It was to go on to a farm cooperative association in Illinois for pre-planting use by farmers. Planting was delayed, waiting for the fertilizer, as it had to be on the fields before soybeans and corn could be planted.

The railroads, however, could not furnish equipment to haul it. A recent strike and the severe boxcar shortage made that impossible. Out of 24 rail cars ordered, only 5 cars were made available. One trucking company which had authority to haul interstate did not have the necessary dump trucks available. Another company with dump trucks ready could not get the necessary permit to do the job.

With the aid of Transportation and Warehouse Division of USDA's Consumer and Marketing Service, the crisis was met. C&MS's transportation people explained the need for emergency action to the Interstate Commerce Commission and a temporary permit was granted promptly. Twenty-nine truckloads of phosphate fertilizer moved out to meet a short and critical period for planting.

MOBILE UNITS BRING FOOD TO NEEDY FAMILIES

Missouri and Wisconsin now use mobile units to bring food to needy families.

In St. Louis County, Missouri, the Consumer and Marketing Service has cooperated with local public health nurses and a human development corporation to provide a mobile unit to accept food applications from needy families living far from distribution centers. USDA-donated foods will be delivered to the homes of eligibles, or transportation will be provided for them to the distribution center.

A private company in New London, Wisconsin, has contracted with welfare officials to distribute USDA-donated food to needy recipients in nine Wisconsin counties. This distributor has converted four surplus school buses ranging in price from \$400.00 to \$2,500.00 and distributes from them in the different counties. These redesigned mobile distribution units carry a crew of two and have ingenious, low-cost innovations that make them ideal for handling commodities—a recipient booth, a commodity counter where recipients can check to determine if they have received all they should, a propane-powered heater to keep distribution crews warm, and a simple, inexpensive cooler and freezer unit. The rear springs are beefed up to handle heavy loads. This service costs the counties less than two cents per pound of food.

PLENTIFUL FOODS FOR JULY

July is picnic month, bringing a colorful array of plentiful foods to adorn a festive outdoor menu.

Starting with the main dish, broiler-fryers take the lead. Seasonal fresh vegetables offer endless variety for summer salads. And for dessert, take your pick of fresh plums, peaches and watermelons for the fruit bowl.

Good supplies of tender young broiler-fryer chickens are in prospect with 10 percent more expected on the market in July than a year ago. Peach production in the southern peach States is forecast 10 percent above average. Large acreages of watermelons are expected to yield heavy supplies for July markets. This year's fresh plum harvest is predicted 21 percent larger than average. And seasonal vegetables will be increasingly available from local truck gardens during July.

NEW C&MS PUBLICATIONS AND FILMS

Off the press since January 1966 are PA-570, *Services for you from USDA's Consumer and Marketing Service*; PA-719, *A Menu Planning Guide for Type A School Lunches*; SB-370, *Poultry Market Statistics—1965 Annual Summary*; SB-373, *Fresh Fruit and Vegetable Prices—1965*. These may be obtained by post-card request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. (Please order by number and title.)

Other new publications: C&MS-20, *Summary of Activities—Meat Inspection Division 1965*; PMG-1, *1966 Turkey Marketing Guide: Breeder Hens*; and PMG-2, *1966 Turkey Marketing Guide: Market Birds*. These can be ordered by number and title from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250.

Available from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402 are AIB-309, *Annual Cotton Quality Survey—Crop of 1965* (55¢); SB-371, *Dairy Market Statistics—1965 Annual Summary* (25¢); SB-372, *Annual Report on Tobacco Statistics—1965* (35¢).

Please include your zip code with your publications requests.

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Single copies of the following 16 mm, sound, black and white TV films are available free from USDA Radio-TV Service, Office of Information, Washington, D.C. 20250. (Please order by number and title and include your zip code with request.)

P-3638-57, *This Is the Commodity Distribution Program* (1 minute, 40 seconds—also available in Spanish); P-6118, *Food in Time of Need* (3 minutes, 30 seconds); P-3638-59, *More Food with Stamps* (20 seconds); P-3638-58, *Hands That Fill* (3 minutes, 30 seconds.)

MEAT TIPS

—from meat inspectors
of USDA's Consumer
and Marketing Service

USDA meat inspectors recently rejected a label for "Danish Smoked Salami" because it was marked as "Imported Grade 1." The rejection was based on the fact that there are *NO* grades in existence for quality of imported products, according to USDA's Consumer and Marketing Service.

* * *

Some States have packaging laws and regulations which require that labels of pre-packaged foods include "price-per-pound" cost. Federal meat inspectors also require a "price-for-this-package" statement on the label, to make sure the consumer knows the exact price of the package, and doesn't confuse it with the price-per-pound.

* * *

Labels bearing the Federal mark of inspection must be approved by Federal meat inspectors, to assure the consumer that the product name describes the product. For example, a label for "Salisbury Steak" was rejected recently because the processor planned to use chicken skins in the product. As chicken skins are not normal ingredients in "Salisbury Steak," C&MS suggested the product be labeled "Meat and Chicken Skin Pattie."

* * *

Today's housewife is faced with an endless array of "new" meat products and product names in the supermarket. If these products are federally inspected, they must conform to standards set by USDA's Consumer and Marketing Service. A proposed new product to be labeled "Crepe Rollups with Corned Beef" was similar to a "meat turnover," so C&MS meat inspectors said it must have the same amount of meat as "turnovers"—25 per cent, computed from the weight of the raw meat.

Test Your
Buying Skill
With the

Consumer Quiz



WITH THE "TEST YOUR-SELF" craze going strong, here's your chance to get right in the groove. The Consumer and Marketing Service of the U.S. Department of Agriculture prepared this quiz to help you find out how much knowledge you have in the area of food buying.

1. Gjetost and Neufchatel cheeses are of which type?

- (a) cheese food (c) ripened
(b) process (d) unripened

2. The best method of cooking a U.S. Choice shoulder arm roast is:

- (a) oven roast (c) broil
(b) fry (d) braise

3. The term "new potatoes" refers to:

- (a) round white potatoes
(b) early season potatoes
(c) red potatoes
(d) Russet Burbanks.

4. Your supermarket is selling U.S. Grade A Large eggs for 61 cents a dozen and U.S. Grade B Large eggs for 54 cents a dozen. If you plan to serve the eggs fried or hard cooked, which should you buy?

- (a) U.S. Grade A Large
(b) U.S. Grade B Large

5. Sauerkraut originally came from which country?

- (a) Germany (c) Hungary
(b) Austria (d) China

6. Your store has a mixture of grass seed containing 20 percent bluegrass, 20 percent red fescue and 40 percent annual ryegrass. Inert or weed seed ingredients make up the other 20 percent. If you plant this seed and each seed produces a plant, your lawn is likely to be predominantly:

- (a) bluegrass (c) annual ryegrass
(b) red fescue (d) weeds

7. When you see "broiler" or "fryer" on the label of a chicken, the age of the chicken is about:

- (a) 5 to 7 weeks
(b) 9 to 12 weeks
(c) 3 to 5 months
(d) 8 months

8. Your family has just bought a freezer and you are planning to fill it with beef. The best preparation for making a large beef purchase from a freezer-supplier is:

- (a) watch the ads to see where you can get the lowest price per pound
(b) list the cuts and size portions your family prefers and buy only a high grade from a reliable firm
(c) buy only from the largest supplier since they usually have good buys.

9. U.S. No. 1 is the top grade for apples.

- (a) true (b) false

10. A Spencer steak comes from which part of the beef carcass?

- (a) rump (c) rib
(b) chuck (d) none of these

1. (d) unripened. Neufchatel is a soft unripened cheese that can be used in salads, dips and cheese-cake. It contains less milkfat than cream cheese. Gjetost, pronounced "yeet'-ost", is an unripened cheese originating in Norway, made from the whey of goat's milk. It has a buttery consistency and is used as a snack or dessert, often served with dark bread or muffins. To learn all about cheese, its varieties, uses, and ingredients, write for USDA's Marketing Bulletin No. 17, "Cheese Buying Guide for Consumers."

2. (d) braise. The shoulder arm roast is from a less tender part of the beef carcass, so even in the higher grades this cut needs slow moist-heat cooking, such as braising, to best develop the flavor and make it tender. If you buy a lower grade of beef, such as U.S. Commercial, it is a good idea to braise most cuts to make them tender.

3. (b) early season potatoes. New potatoes can be of any variety. They are dug before they reach full maturity and marketed immediately. The tender skins generally have a feathery appearance. New potatoes are most often seen in the markets in spring and summer. Many people prefer to boil new potatoes with the skins on for extra flavor.

4. (a) U.S. Grade A Large. U.S. Grade A or AA eggs are the best for frying and hard cooking. But the U.S. Grade B eggs would be a good buy for use as an ingredient in cakes and casseroles. The size of the egg, however, has no bearing on its quality. Instead you might prefer the Extra Large size, or the smaller Mediums. Remember when comparing prices, to check both the size and the quality grade.

5. (d) China. Back in the Third Century, B.C., Emperor Shih Hwang added a form of kraut to supplement the rice diet of the laborers building the Great Wall. Little did he know that his cabbage fermented in rice wine would not only improve his men's nutrition, but would become a famous international food. In addition to its good vitamin C content and low calorie value, sauerkraut is quite inexpensive.

6. (a) bluegrass. The percentages on grass seed labels refer to the percentages by weight. However, the size of the seeds varies. Bluegrass seeds are so tiny that it takes 2,177,250 to make a pound. But it takes only 544,800 red fescue seeds and 226,800 annual ryegrass seeds to make a pound of each. Therefore, when you consider the percentage by weight in a grass seed mixture, remember that an equal number of bluegrass seeds weigh only about one-fourth as much as red fescue seeds and about one-eighth as much as annual ryegrass seeds. Since each seed is a potential blade of grass, your lawn will be predominantly bluegrass.

7. (b) 9 to 12 weeks. The broiler or fryer is an excellent choice for both quick dinners and gourmet meals. Because they are young birds, broilers will be tender. To get the most meat for your money, look for U.S. Grade A broilers—you can count on them to be both tender and meaty.

8. (b) list the cuts and size portions your family prefers, and be careful about picking a reliable firm. Choose a grade high enough in quality to be worth freezing. Most consumers prefer U.S. Choice. No meat is a bargain unless your family will eat it—so look for the U.S. grade mark for assurance of quality. Consider the fact that the hindquarter will have more steaks and roasts, the forequarter more pot roasts, stew and ground meat.

9. (b) false. There are higher grades for apples. The higher grades most commonly used are U.S. Extra Fancy, U.S. Fancy, and combination U.S. Extra Fancy and U.S. Fancy. For red apple varieties, the redder the skin the higher the grade. So choose the higher grades when high color is important, the lower ones when economy is more important.

10. (c) rib. A Spencer steak is a regional name for a rib cut. If you come across an unfamiliar cut of beef, ask the butcher from which part of the carcass it comes. Don't be fooled by another name for a chuck cut, for instance—a fancy name doesn't make it worth a higher price. To learn more about how to buy beef, by cut and by grade, send for Marketing Bulletin 15, "U.S. Grades for Beef."

SCORING: (Ten points for each correct answer.)

80 to 100—Excellent! Either you have been practicing on the television quizzes or you have had lots of experience shopping.

60 to 80—Good. You are a good shopper, but there is a little room for improvement. It may help to send for the USDA Marketing Bulletins mentioned and learn more about U.S. grades for food.

Below 60—You are a fair shopper, but could use some help from the Consumer and Marketing Service. Make a

resolution to send for the publication, "Shopper's Guide to the U.S. Grades for Food," Home and Garden Bulletin 58.

NOTE: For your copies of "Cheese Buying Guide for Consumers," MB-17; "Tips on Selecting Fruits and Vegetables," MB-13; "U.S. Grades for Beef," MB-15; and "Shopper's Guide to U.S. Grades for Food," G58: Send your post card request to U.S. Department of Agriculture, Office of Information, Washington, D.C. 20250. Be sure to include your Zip Code.

OFFICIAL BUSINESS

"MIKE" THE COTTON FARMER'S HELPER

Official mike readings will help farmers producing high-quality cotton get paid for it.

IN THE COTTON TRADE, "mike" is the term used to describe the micronaire reading, a measurement of cotton fiber fineness and maturity that is valuable to textile mills in determining cotton quality.

The mike is also important to the cotton farmer—since it gives him another measurement of the quality of his cotton and helps him market his cotton more intelligently.

And this year, mike comes of age. As of June 1, micronaire readings became an additional quality factor in official U.S. Cotton Standards, and as such are being furnished to all farmers having their cotton classed by the U.S. Department of Agriculture's Consumer and Marketing Service under the Smith-Doxey Act.

Mike really isn't too old a fellow—probably not more than 20 years old. Micronaire readings started in the late 1940's, after it had been determined that fiber fineness—or width—of cotton fibers affected the quality of the finished cloth. Soon after this, the U.S. Department of Agriculture started making micronaire readings in its official Cotton Testing Service, which provides scientific quality testing of cotton to anyone who wants it and pays for it.

In 1962, micronaire readings first

became available to farmers. From 1962 until November 1, 1965 (when micronaire became mandatory under the price-support program), a farmer could get a micronaire reading for his cotton by paying a fee to cover Government expenses. Even with the farmer paying for the service, more than a third of all farmers' cotton was "miked" in the past two years.

But what exactly is mike? To mike cotton you first put a weighed sample into an "air-flow instrument" and force compressed air through the cotton fibers. If the cotton fibers are thin, they will be pressed tightly together and less air will flow through. Thin, or fine, cotton fibers give low mike readings.

If the cotton fibers are thick, or coarse, they will not be so close together and more air will flow through. This cotton will have a high mike reading.

Imagine that you have two buckets—with holes punched in the bottom. Fill one with gravel and the other with sand. If you pour water into each bucket it will run through the one filled with gravel faster than the one filled with sand. Thin fibered cotton is like the bucket filled with sand. With less space between the fibers, less air is allowed through.

In the last cotton classing season, mike operators miked up to 100 samples

of cotton per hour using today's modern, high speed instruments.

Why do we need micronaire readings? The mill man needs to know the fineness and maturity of the cotton fiber in order to get the best kind of cloth from the cotton he buys. If cotton fibers are too fine, they will form neps, or tangled clumps of fibers. These neps carry through to the yarn and cloth, resulting in low grade materials. If cotton fibers are too coarse they will not wrap about each other tightly, resulting in weaker yarns and cloth.

Mike serves the same basic function as other quality factors in classing. It gives a scientific measure of the quality of the cotton and gives a guide to the market value of the cotton.

The price the farmer receives for his cotton is determined by grade, staple length and mike. Cotton that mikes in the range of 3.5 through 4.9 usually receives a higher price than cotton that mikes either below or above those readings. Also for the coming crop year, mike readings will be included in the price support program.

In this way, the farmer who produces high quality cotton will get paid for doing so. Also, a producer whose cotton is low quality will know what's wrong and may be able to correct production practices to improve his cotton quality.